

**CTE Standards Unpacking
Hospitality & Lodging Services**

Course: Hospitality & Lodging Services

Course Description: The Hospitality & Lodging Services course provides an overview of lodging industries. Students learn about lodging, front office operations, occupancy levels, recreation, and recreation agencies. Students will explore current trends, ethical issues, safety, and liabilities within these industries.

Career Cluster: Hospitality and Tourism

Prerequisites: None

Program of Study Application: Hospitality and Lodging Services is a pathway course in the Hospitality and Tourism career cluster; Lodging Pathway.

INDICATOR #HLS 1: Students will investigate careers in the lodging pathway.		
SUB-INDICATOR 1.1 (Webb Level: 1 Recall): Identify current and emerging career opportunities in the hospitality & lodging industry		
SUB-INDICATOR 1.2 (Webb Level: 2 Skill/Concept): Explore education and skills/experiences needed for hospitality and lodging careers		
SUB-INDICATOR 1.3 (Webb Level: 3 Strategic Thinking): Discuss legal and ethical aspects of careers in the hospitality & lodging industry		
Knowledge (Factual): -Career opportunities related to technology, sales and marketing -Migrant, immigrant, Visa workers -SDMyLife -Labor Market trends from Dept. of Labor -Trends in global aspect of careers in this field -2 or 4-year degree options in Hospitality & Tourism Management -Internships and apprenticeships	Understand (Conceptual): -Career opportunities in the field of hospitality & lodging and dependent on tourism trends. -Multiple pathways to careers in the hospitality & lodging industry exist -Businesses in this field are bound by laws and ethical codes.	Do (Application): -Interview a professional in the industry and summarize his/her pathway to career success. -Role play how to correct ethical violations in the hospitality & lodging industry

<p>-Ethical responsibilities: honesty, integrity, trustworthiness, loyalty, fairness, concern & respect for others, commitment to excellence, leadership, reputation and morale, & accountability</p> <p>-Legal responsibilities: customer safety, promises of services delivered and rendered, liability, open and honest business practices.</p>		
<p>Benchmarks: <i>Students will be assessed on their ability to:</i></p> <ul style="list-style-type: none"> • Identify patterns in career opportunities and educational pathways in the hospitality & lodging industry. • Investigate ethical case studies and scenarios related to the hospitality & lodging industry and explain how to prevent such occurrences. 		
<i>Academic Connections</i>		
<p>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</p> <p>ELA -LITERACY.RI.1 - Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.</p> <p>Mathematics -HSS.IC.B.6 - Evaluate reports based on data.</p>	<p>Sample Performance Task Aligned to the Academic Standard(s):</p> <p>ELA -Using SDMyLife, research and write a short career report citing details and evidence gathered.</p> <p>Mathematics -Students will view data related to job growth within the hospitality and lodging industry and evaluate the need for workers in the chosen career.</p>	

INDICATOR #HLS 2: Students will explore lodging and guest amenity options.

SUB-INDICATOR 2.1 (Webb Level: 1 Recall): Identify lodging classifications

SUB-INDICATOR 2.2 (Webb Level: 3 Strategic Thinking): Differentiate among the types of lodging accommodations and guest amenities

Knowledge (Factual):

-Accommodation and amenities
types/classifications
could include hotel (3, 4, 5 star), boutique hotels, motels, resorts, hunting lodges, campgrounds, casino hotels, hostels, spas, extended stay, timeshares

Understand (Conceptual):

-Cost, location, amenities and guest accommodations all play a role in customer choice of lodging.

Do (Application):

-Match hotel to its classification

-Compare and contrast different types of lodging options.

Benchmarks:

Students will be assessed on their ability to:

- Assess a lodging option based on its cost, location, amenities, and guest accommodations.

Academic Connections

ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):

ELA

-LITERACY.W.3 - Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences.

Sample Performance Task Aligned to the Academic Standard(s):

ELA

-Students will write a short fictional story about a guest who either has or has not had their lodging needs met during a vacation. Include the reason why the chosen type of lodging accommodations was or was not the correct choice for this person.

INDICATOR #HLS 3: Students will apply concepts of quality service to assure customer satisfaction.

SUB-INDICATOR 3.1 (Webb Level: 1 Recall): Explain guest service and its importance to lodging

SUB-INDICATOR 3.2 (Webb Level: 2 Skill/Concept): Describe the stages of the guest cycle and roles lodging employees play in each stage

SUB-INDICATOR 3.3 (Webb Level: 3 Strategic Thinking): Demonstrate customer service skills to ensure quality service and guest satisfaction

<p>Knowledge (Factual):</p> <ul style="list-style-type: none"> -Stages of guest cycle include pre-arrival, arrival, occupancy and departure -Service skills may include courteous telephone behavior, professional behavior, time management, and professional dress. 	<p>Understand (Conceptual):</p> <ul style="list-style-type: none"> -Correctly following the stages of the guest cycle helps to improve the customer experience. -It is important to accommodate for a variety of customer needs. 	<p>Do (Application):</p> <ul style="list-style-type: none"> -Role play guest service interactions. -Develop a multimedia example of how to interact and engage with customers. -Watch a video and cite positive and negative customer service interactions -Demonstrate appropriate communication techniques with customers through a skit.
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Benchmarks:

Students will be assessed on their ability to:

- Identify patterns in customer service that relate to quality customer experience.
- Cite evidence of how customer service skills influence guest satisfaction.

Academic Connections

<p>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</p> <p>ELA</p> <p>-LITERACY.SL.1 - Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.</p>	<p>Sample Performance Task Aligned to the Academic Standard(s):</p> <p>ELA</p> <p>-Role-play positive and negative customer service interactions and discuss the impact the experiences would have on a consumer's likelihood to return to a business.</p>
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<p>Mathematics</p> <p>-HSF.LE.A.1 - Distinguish between situations that can be modeled with linear functions and with exponential functions.</p>	<p>Mathematics</p> <p>-Model the impact of a bad customer experience /review through an activity where one bad review leads to more bad reviews in an exponential process.</p>
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INDICATOR #HLS 4: Students will analyze safety, security, and environmental issues in the lodging industry.

SUB-INDICATOR 4.1 (Webb Level: 3 Strategic Thinking): Investigate safe working habits and security procedures for lodging facilities

SUB-INDICATOR 4.2 (Webb Level: 3 Strategic Thinking): Justify purpose of security practices and policies used by lodging facilities

SUB-INDICATOR 4.3 (Webb Level: 3 Strategic Thinking): Assess emergency preparedness plan in lodging facilities

<p>Knowledge (Factual):</p> <p>-Security may include lighting, key control, OSHA, in-house security, security monitoring</p> <p>-Emergency preparedness could include evacuation plans, first aid, basic firefighting, power failure, response techniques, crowd control and emergency equipment use</p>	<p>Understand (Conceptual):</p> <p>-Client safety is at risk if safety procedure are not followed</p> <p>-All employees are responsible for ensuring the safety of guest</p>	<p>Do (Application):</p> <p>-Review an employee handbook and identify the items related to safety procedures</p> <p>-Develop a brochure outlining safe working habits in the lodging industry</p> <p>-Research past safety incidents at lodging facilities.</p> <p>-Visit a hotel and take pictures of posted safety procedures.</p>
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Benchmarks:

Students will be assessed on their ability to:

- Analyze the purpose of safety procedures in the lodging industry
- Evaluate and provide recommendations for improvement of safety procedures and practices of a lodging site.

Academic Connections	
ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):	Sample Performance Task Aligned to the Academic Standard(s):
<p>ELA</p> <p>-LITERACY.RI.1 - Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.</p>	<p>ELA</p> <p>-Students will read an example emergency plan and summarize the preparedness of the lodging business. The summary must details quoted from the example emergency plan.</p>

INDICATOR #HLS 5: Students will investigate lodging operations of front office and housekeeping.		
SUB-INDICATOR 5.1 (Webb Level: 2 Skill/Concept): Explain elements of front office operations		
SUB-INDICATOR 5.2 (Webb Level: 2 Skill/Concept): Explain elements of housekeeping operations		
SUB-INDICATOR 5.3 (Webb Level: 3 Strategic Thinking): Research how technology impacts lodging operations		
<p>Knowledge (Factual):</p> <p>-Elements of front office operations may include room availability, room status, and assignment of guestrooms.</p> <p>-Elements of housekeeping operations may include cleaning basics, room inspections, guest room maintenance, turndown services, linen and laundry, public spaces</p> <p>-Technology effects may include online booking, online review, staff training and guest services, automated mini bars, wifi access, key cards vs actual keys.</p>	<p>Understand (Conceptual):</p> <p>-The day-to-day operations performed by front office personnel and housekeeping are crucial to the customer experience</p> <p>-Technology continues to change the lodging experience</p>	<p>Do (Application):</p> <p>-Shadow an employee in the role of front office operations and/or housekeeping</p> <p>-Compile a list of task required of front office operations and housekeeping</p> <p>-Conduct a web search for new technologies in the lodging industry</p>

Benchmarks:

Students will be assessed on their ability to:

- Collect and display tasks and roles of front desk and housekeeping operations
- Summarize how technology has impacted the lodging industry over the past 5-10 years.
- Hypothesize how technology will affect lodging of the future.

Academic Connections

ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):

ELA

-LITERACY.W.8 - Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.

Sample Performance Task Aligned to the Academic Standard(s):

ELA

-Students will choose an emerging lodging related technology and research, using a variety of sources, the impact of the chosen technology on the lodging industry. Then students will write a summary of their research.

Additional Resources

Please list any resources (e.g., websites, teaching guides, etc.) that would help teachers as they plan to teach these new standards.

- SDMyLife
- U.S. Department of Labor <https://www.dol.gov/>
- Occupational Safety and Health Administration Laws and Regulations <https://www.osha.gov/law-regs.html>
- American with Disabilities Act <https://www.ada.gov/>
- South Dakota Department of Labor <http://dlr.sd.gov/>
- FCCCLA – Hospitality, Tourism and Recreation STAR Event, Life Event Planning STAR Event, Illustrated Talk STAR Event, Career Investigation STAR Event
- SDSU Hospitality Management degree <https://www.sdstate.edu/consumer-sciences/hospitality-management>
- SDSU Events and Facilities minor <https://www.sdstate.edu/consumer-sciences/events-and-facilities-administration-minor>
- Transportation Security Administration (TSA) <https://www.tsa.gov/>



- Hotel Impossible Videos (see Youtube)